THE SPECTATOR

A Chilton Publication

INDEX—1968

VOLUME 176

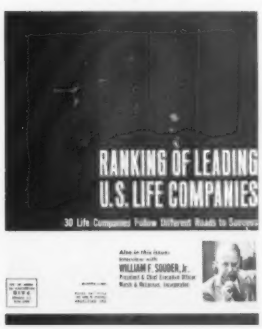
Interviews

William F. Souder, Jr., president and chief executive officer of Marsh & McLennan, Incorporated — January, p. 24
Gordon E. Crosby, Jr., chairman of the board and president of USLIFE Holding Corporation and The United States Life Insurance Company — February, p. 24
John S. Pillsbury, Jr., president of Northwestern National Life Insurance Company and chairman of the Institute of Life Insurance — March, p. 24
Dr. John T. Fey, president of National Life Insurance Company — April, p. 24
Victor Whitehorn, president of Eastern Life Insurance Company — May, p. 18
A. J. Gurevich, president and chairman of the board, Security Mutual Insurance Company — May, p. 22
Lambert G. Aloisi, chairman of the board and president of Nathan Hale Life Insurance Company — June, p. 18
Guy N. Ducharme, CLU, president of Windsor Life Insurance Company of America — June, p. 22
Dr. Davis W. Gregg, president of the American College of Life Underwriters and
Dr. E. S. Overman, president of the American Institute for Property and Liability Underwriters, Incorporated — July, p. 34
Broward Williams, state treasurer and insurance commissioner of Florida — August, p. 20
Bernard M. Eiber, CLU, president of Congressional Life Insurance Company — September, p. 16
Charles F. Eikel, Jr., president of Cuna Mutual Insurance Society — October, p. 20
Elmer L. Nicholson, president of Fidelity Mutual Life Insurance Company — November, p. 16
W. Clement Stone, president and board chairman of Combined Insurance Company of America — December, p. 20

Feature Articles

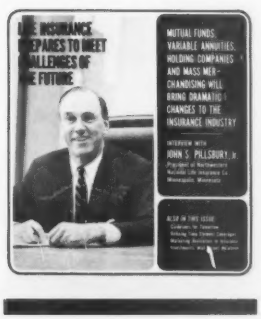
A Woman's Place — June, p. 34
Annual Report Contest — June, p. 26
Approaching a New Threshold — November, p. 46
Are Annual Reports Improving? — June, p. 28
Are Executives Sick? — January, p. 33
Career Challenges in Insurance — April, p. 32
College Grads Alone Aren't Enough — October, p. 40
Concern for the Other Individual — November, p. 48
Corporate Identity in Annual Reports — June, p. 32
Education Affects Insurance Sales — December, p. 44
Enthusiasm The Key — September, p. 20
Executives Sweet — May, p. 26
Forecasting Non-Life Insurance — September, p. 22
Guidelines for Good Identification — December, p. 16
Guidelines for Tomorrow — March, p. 18
Hallucinations — November, p. 30
Heat Waves Kill — April, p. 46
Industrial Insurance Part I — April, p. 38
Industrial Insurance Part II — May, p. 38
Industrial Insurance Part III — June, p. 40
Insurance as a Career for a Woman — November, p. 42
Insurance for EDP — December, p. 50
Let's Avoid Defeat by Default — May, p. 30
Look Around - Look Ahead — February, p. 21
Marketing Revolution in Insurance — March, p. 32
Nationwide Mutual Adds Guarantee — January, p. 40
Personal Goals (Region I) — November, p. 84
Poorly Wrapped Parcels — June, p. 36
Prepare for Checkless Society (Part 1) — November, p. 90
Prepare for Checkless Society (Part II) — December, p. 42
Pres. Humphrey..or Pres. Nixon? — October, p. 50
Property Insurance in Urban Areas (Part I) — November, p. 24
Property Insurance in Urban Areas (Part II) — December, p. 40
Riot Damage — May, p. 61
State or Federal Regulation? — September, p. 28
Student Non-Awareness (Regions II & III) — November, p. 82
Surgery Today — February, p. 30
That Extra Mile — September, p. 26
The Career Seekers — December, p. 53
The Challenge is Now! Health Care — November, p. 34
The Future of the Insurance Industry — April, p. 20
The Siege of the Cities — January, p. 20
The Stanford Report — February, p. 18
Wanted—Engineers (Regions II & III) — November, p. 84
What Makes A "Tired Businessman" — September, p. 36
Woman's World — January, p. 28
World-Wide Cancer Deaths Among Women — May, p. 28

JANUARY

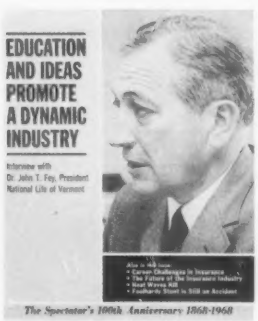


FEBRUARY

MARCH


LIFE INSURANCE PREPARES TO MEET CHALLENGES OF THE FUTURE
MUTUAL FUNDS, VARIABLE ANNUITIES, HOLDING COMPANIES AND MASS MERCHANDISING WILL BRING DRAMATIC CHANGES TO THE INSURANCE INDUSTRY
INTERVIEW WITH JOHN S. PILLSBURY, JR.

APRIL


EDUCATION AND IDEAS PROMOTE A DYNAMIC INDUSTRY
Interview with Dr. John T. Fey, President National Life of Vermont
The Spectator's 100th Anniversary 1868-1968

Authors of Feature Articles

Accardo, Joseph J. November, p. 24; December, p. 40
Adam, Jr., John CPCU March, p. 18
Barden, Jr., Leroy F. November, p. 48
Blicksilver, Jack Ph.D. April, p. 38; May, p. 38; June, p. 40
Burke, Luke A. January, p. 36; February, p. 46; March, p. 58; April, p. 58, May, p. 52; June, p. 54; August, p. 104; September, p. 46; October, p. 54; November, p. 96; December, p. 48.
Cass, Ronald A. February, p. 18; June, p. 34-36; September, p. 20
Cossa, Elizabeth January, p. 17-20
David, Irv November, p. 34
Decaminada, Joseph P. LL.B. CPCU May, p. 61
Demer, Robert J. May, p. 30
Early, Robert E. April, p. 32
Galban, Leandro S., Jr. June, p. 28
Golden, Alfred L. March, p. 32
Innes, Andrew M. February, p. 21
Johnson, Robert B. February, p. 48; March, p. 54; April, p. 69; May, p. 56; September, p. 40; October, p. 42-50; December, p. 46.
Lee, Otto C. April, p. 20
Lenz, Matthew Jr., CPCU January, p. 38; February, p. 40; March, p. 42; April, p. 64; May, p. 46; June, p. 48; September, p. 50, October, p. 44; December, p. 50.
Lind, G. Garrett June, p. 32
Lowe, T. Parker November, p. 46
Maguire, Gerald October, p. 40
Markstein, David L. January, p. 34; February, p. 38; March, p. 50; April, p. 67; May, p. 54; August, p. 100; September, p. 44; October, p. 58.
McGill, Dan M. PH.D. December, p. 53
Mehr, Robert I. (Region I) November, p. 84
Mills, Paul S. September, p. 26
Moffett, Henry L. September, p. 28
Montgomery, William M. January, p. 24; February, p. 24; March, p. 24; April, p. 24; May p. 18-22, June, p. 18-22-26; July, p. 34; August, p. 20; September, p. 16; October, p. 20; November, p. 16-54; December, p. 20.
Murray, Patricia December, p. 44
Rao, M. B. September, p. 22
Reddy, Paul A. January, p. 28; February, p. 32; June, p. 44; July, p. 210; September, p. 30; October, p. 28; December, p. 30.
Sandgren, Russell A. December, p. 16
Shook, Lloyd S. (Regions II & III) November, p. 84
Veldwyk, Jean D. November, p. 42
Webster, Charles W. ED.D. (Reg. II & III) November, p. 82

Editorials—William M. Montgomery

Modernizing State Insurance Supervision January, p. 8
Why an Insurance Business Press? February, p. 8
Keep Investment Income Out of Ratemaking! March, p. 8
Government to Study Auto Insurance Industry April, p. 8
The Crisis in Insurance Manpower May, p. 6
Florida Salutes the Insurance Industry June, p. 6
Infinite Opportunity July, Cover Fold
Political Involvement a Must for Insurance Industry September, p. 6
Conglomerates and the Insurance Agent October, p. 6
One Hundred Years of Statistics November, p. 8
Insurance Faces a Challenging Year December, p. 10

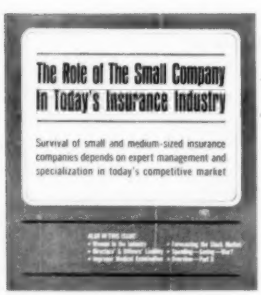
Statistical Articles

Ranking of Thirty Life Companies January, p. 28
Aviation Insurance Grows February, p. 32
Smaller Profits for Property Companies June, p. 44
Broader Insurance Markets Ahead July, p. 210
Decade of Underwriting by Leading Property Companies September, p. 30
Growth of Credit Insurance in USA October, p. 28
Expanding Insurance Markets November, p. 54
Gross Rate of Interest Earned December, p. 30

Statistical Review

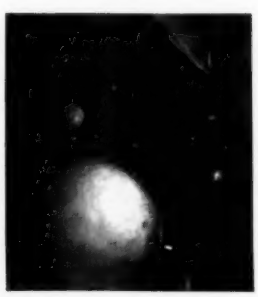
Statistical Review November, pp. 53-77
Insurance Markets by States & Regions in 1967 p. 54
Property Premiums by States, 1900-1967 p. 55
State Premiums & Losses, Fire Lines p. 56
State Premiums & Losses, Auto Lines p. 57
State Premiums & Losses, Liability Other p. 58
State Premiums & Losses, Marine, Surety p. 59
Total Auto Premiums with Auto Registrations p. 60
Ordinary Life Premiums & In Force by States p. 61
Group Life Premiums & In Force by States p. 62
Industrial Life Premiums & In Force by States p. 63
National & Regional Totals, Premiums All Lines p. 64
State Leaders in Life Lines p. 65
State Leaders in Property-Liability Lines p. 70
National Leaders in All Lines p. 77
Ranking of Thirty Leading Life Companies January, p. 30
1966 Aircraft Physical Damage February, p. 34
Decade Tables of 161 Property Companies September, p. 32

MAY


The Role of The Small Company In Today's Insurance Industry
Survival of small and medium-sized insurance companies depends on expert management and specialization in today's competitive market

JUNE

JULY



AUGUST

Credit Life Insurance in 1967 — October, p. 31
Credit A & H Insurance in 1967 — October, p. 37
Gross Rate of Interest Earned — December, p. 35

Departments

Agents on the Go

Appeared Every Month Except July and August

Capitol Headlines

Appeared Every Month Except July

Company News

Appeared Every Month Except June, July, August, September and November

Coverages and Forms—Matthew Lenz, Jr., CPCU

Broadening the Comprehensive General Liability Policy — January, p. 38
Fire Clauses Often Overlooked — February, p. 40
Refining Time Element Coverages — March, p. 42
Independent Commercial Package Policies — April, p. 64
Directors' and Officers' Liability — May, p. 46
Umbrella Liability — June, p. 48
Insurance for Fluctuating Values — September, p. 50
Builders Risk Insurance — October, p. 44
Insurance for Electronic Data Processing Equipment — December, p. 50

Executives' Bookshelf — Appeared Every Month Except July and September

For Your Information

Appeared Every Month Except July

Global Spectrum

Appeared Every Month Except July

People — Appeared January, February, March April, November and December

Pictorial Spotlight — Appeared April

Portfolio—David L. Markstein

The "Spin-On-A-Dime" Climax — January, p. 34
The Breadth Index — February, p. 38
What Kind of Stocks are in Favor? — March, p. 50
Round and Round She Goes — April, p. 67
A New Tool to Tell Stock Market Turns — May, p. 54
Is the Public Ever Right? — August, p. 100
Is Fear a Clue to Stock Market Turns — September, p. 44
A New Method for Determining Market Turns — October, p. 58

Product Feature — Appeared January and November

Verdict—Luke A Burke

Homeowner Coverage? — January, p. 36
Fraud — February, p. 46
Estopple? — March, p. 58
Foolhardy Stunt is Still an Accident — April, p. 58
Improper Examination — May, p. 52
"Physical Loss" Policy — June, p. 54
Medical Payment — August, p. 104
Builder's Risk Policy — September, p. 46
Conflict Between Federal and State Law — October, p. 54
Murder and the Contingent Beneficiary — November, p. 96
The Canine Catastrophy — December, p. 48

Wallstreet Notebook—Robert B. Johnson

A Year for the Bulls — February, p. 48
Peacetime Market — March, p. 54
Vietnam Spurs Gold Crisis? — April, p. 69
Spending . . . Saving . . . War? — May, p. 56
Now Once Again Threats of Recession — September, p. 40
Inflation: More or Less? — October, p. 42
Christmas 1968: A New Record? — December, p. 46

July Centennial Issue

Dedication — Cover Fold
100th Anniversary Salute — p. 8
The SPECTATOR's 100 Years — p. 15
Reminiscing with the SPECTATOR Editors — p. 23

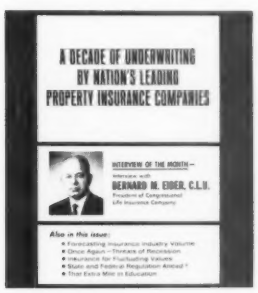
Values of Education in Insurance Careers — **p. 31**

The Disease of Education — p. 40
Career Opportunities in Insurance — p. 46
A View From the Bridge — p. 48

Career Opportunities in Insurance for Youth — **p. 55**

Insurance Careers with the Federal Government — p. 56
Careers in Ocean Marine Insurance — p. 62
Let's Throw Away the Bushel! — p. 70
A Challenging and Rewarding Career — p. 74
The Negro and Insurance Careers — p. 78
Opportunities to Play Important Roles — p. 86
Youth's Future — p. 90
Changing Attitude of People Toward Business — p. 96
Business/Service Career? — p. 104

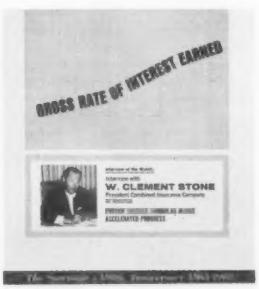
SEPTEMBER



OCTOBER

NOVEMBER

DECEMBER



Helping to Sell an Industry p. 112
Professional Career Development p. 118
Insurance Industry Careers p. 120
Insurance as a Career for Women p. 122
A Call to Youth by "Mr. Life Insurance" p. 130A
Data Processing p. 130B
The Life Insurance Industry p. 132C
Jobs in Great Abundance p. 134A
Opportunities in Factory Mutual Insurance p. 138A
Job Possibilities for Youths p. 138B
Challenge of Creative Career p. 138C
Opportunities with Factory Insurance p. 140A
Insurance Careers Can Meet Needs of Youth p. 142A
The Need for People in Life Insurance p. 142C
The Adjuster and His Challenging Career p. 146A
Your Future in Insurance p. 146B
A Career in Insurance? p. 146C
Advancement Thru Training p. 150A
It's a Great Life p. 152A
The Wonderful World of New Ideas p. 156

History of Insurance—
Past, Present and Future p. 163

Understanding the Consumer p. 164
100 Years of Life Insurance p. 168
The Growing Health Field p. 172

Forecast Statements by Insurance Leaders p. 179

Risk Management p. 180
Modernization of the Market Place p. 182
The Decade Ahead p. 184
Major Developments p. 186
Shortest Distance Between Two Points p. 188
Supreme Investment p. 190
Adapting to Change p. 191
New Breezes Blowing in the Market p. 192
How Much by Whom? p. 194
Financial Security p. 196
Changing Attitudes p. 198
Growth of the Industry p. 199
Unprecedented Change p. 200
Planning and Management of Change p. 202
A Decade of Maturity p. 204
Change in the Future p. 206
Looking Ahead to "78" p. 208
Looking Ahead Toward the Future p. 209

Statistical

Broader Insurance Markets Ahead p. 210

August Endorsement Issue—Feature Articles

Florida—The Endorsement State Salutes the Insurance Industry p. 28
Fort Lauderdale . . . Venice of America p. 33
Jacksonville . . . New and Bold p. 36
Metropolitan Miami—Dynamic Growth p. 43
Orlando . . . Florida's Action Center p. 48
Panama City's Planned Growth p. 52
Pensacola . . . City of Five Flags p. 54
St. Petersburg—A Growing Industrial Center p. 56
Sarasota . . . The Cosmopolitan City p. 60
Tampa . . . Industrial Hub of Florida p. 64
Winterhaven . . . Flordia's Center p. 68
Florida's Fast Growing Regional Home Offices p. 72
Advice of Great Value from our Nation's Presidents p. 79
Governors Praise Insurance Industry p. 82
U.S. Senators Approve Insurance Industry's Role in Investment Aid to Cities p. 84
Insurance Managers Endorse Insurance as a Vital Element in Corporate Management p. 86
Mayors Endorse p. 90
Church Leader Endorses Insurance p. 90
Endorsement Statement p. 94

Spectator Publications

July—Property Insurance Review . . . . . Additional copies $1.00
August—Life Insurance Review . . . Additional copies $1.00
September—Health Insurance Review . . . . . Additional copies $1.00
November—Endorsement Issue . . . Additional copies $1.00
December—Insurance Forecast Issue . . . . . Additional copies $1.00

Handy Guide $27.50
Advice of Great Value . . . . . Prices on Request

Standard Publications

Factors in Special Fire Risk Analysis by Wm. D. Milne $6.50
Insurance Accounting, Fire and Casualty 8.50
Insurance Data Processing 8.50
Insurance Inspection and Underwriting by Lincoln, Babcock and Tisdale 15.00
Medical Hand Book for Claim Executives by Paul V. Reinartz (formerly Adjusters Manual) .15.00
Principles and Practice of Life Insurance by Fackler 50.00
Quick Pro Rata Table 75
Reinsurance by Kenneth Thompson 15.00
Short Rate Table 75

THE SPECTATOR, a Chilton Publication
56th & Chestnut Sts., Phila., Pa. 19139